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fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1951

january

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february

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, JANUARY 7, 1951</u>			
Now Going On	SHOWING OF SPRING COTTONS Presentation of cotton fashions for Spring by Nali-Bee at continuous daily showings. Press invited. Publicity: Marian Ostroff, PE. 6-5520.	NALI-BEE (H. & J. NALIBOTSKY)	1350 BROADWAY SHOWROOM-16TH FLOOR
Sunday Jan. 7 11:00 A.M.- 1:00 P.M. Breakfast	SHOE DISPLAY FOR VISITING EDITORS The out-of-town editors will be invited to an exhibit of new Spring trends in shoes for men and women. By invitation only. Publicity: Alice Dowd, J. Walter Thompson, MU. 3-2000, Ext. 304.	NATIONAL SHOE INSTITUTE	WALDORF-ASTORIA PERROQUET SUITE
Sunday Jan. 7 1:00 P.M. Luncheon	RESORT & SPRING SHOE PREVIEW The Kid Leather Guild will invite the visiting editors to a luncheon and preview of Resort and Spring kid shoes and accessories. By invitation only. Publicity: Geri Matthau or Charline Osgood, WI. 7-0288.	KID LEATHER GUILD	HOTEL CHATHAM VANDERBILT AVE.-48TH
Sunday Jan. 7 3:00 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS Sally Victor's Spring millinery collection will be presented to the out-of-town press. By invitation only. Publicity: Mildred Josephs, PL.3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Sunday Jan. 7 4:30 P.M.- 6:30 P.M. Champagne- Cocktails	SHOWING OF DRESSES AND HAIR COLORS Alwynn's collection for the Puritan Dress Co., tied in with a presentation of new Tintair hair colors, at a champagne-cocktail party for the out-of-town and local press. By invitation only. Puritan Publicity: Dora Miller, LO. 3-4285. Tintair Publicity: Jane Buck, MU. 3-3464.	PURITAN DRESS CO.; & TINTAIR	HOTEL PIAZA SMALL BALLROOM
Sunday Jan. 7 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF MILLINERY AT NEW SALON Florence Reichman and Mr. Arnold will invite the out-of-town press to a cocktail party and showing of Spring millinery in their new Salon and Boutique. By invitation only. <u>Showing for the N.Y. press, Mon. Jan. 8 at 12:30 P.M. luncheon.</u> Contact: Ruth Waldron, PL. 7-7724.	FLORENCE REICHMAN; & MR. ARNOLD	16 WEST 57TH STREET SALON
Sunday Jan. 7 5:30 P.M. Cocktails	COCKTAILS AND BUFFET FOR VISITING EDITORS Forstmann will invite the visiting press to a cocktail party and buffet supper. By invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448.	FORSTMANN, INC.	HOTEL CARLYLE 35 EAST 76TH STREET
Sunday Jan. 7 6:00 P.M.- 9:00 P.M.	COCKTAIL PARTY FOR VISITING PRESS The out-of-town editors will be invited to a cocktail party by Harriet Hubbard Ayer. By invitation only. Publicity: Mary Brown, MU. 8-4040.	HARRIET HUBBARD AYER	50 EAST 81ST STREET APT. 2-A

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday Jan. 7 9:00 P.M. Champagne	PRESS PRESENTATION OF SPRING MILLINERY Walter Florell will invite the out-of-town press to a champagne party and showing of his Spring hats. <u>Local press show, Monday, Jan. 8, at 9:30 A.M.</u> By invitation only.	WALTER FLORELL	29 EAST 53RD STREET SALON

NEW YORK DRESS INSTITUTE'S SIXTEENTH NATIONAL PRESS WEEK

(Week of January 8 - January 12)

Fashion editors of U.S. and Canadian newspapers will be invited to attend the Sixteenth National Press Week. Spring and Summer collections of 25 leading designers, members of the N.Y. Dress Institute's Couture Group, will be shown daily, beginning Monday, January 8. (The release date of each collection is twenty-four hours after the showing on this schedule; showings of collections by auxiliary members are at hours not conflicting with the regular Couture Group schedule, and are for release one week later). By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.

Monday, Jan. 8....	9:00 A.M.	WELCOME BREAKFAST & FORUM	WALDORF-ASTORIA
	10:00 A.M.	HERBERT SONDHEIM	WALDORF-ASTORIA
	11:00 A.M.	CAPRI FROCKS	WALDORF-ASTORIA
	12:00 NOON	DELMAN SHOES (<u>Auxiliary Member</u>)	WALDORF-ASTORIA
	1:00 P.M.	LUNCHEON IN WEDGWOOD ROOM	WALDORF-ASTORIA
	2:00 P.M.	TRIGERE	WALDORF-ASTORIA
	3:00 P.M.	EMILY WILKENS	WALDORF-ASTORIA
	4:30 P.M.	GLENTEX; CORO (<u>Auxiliary Members</u>)	HOTEL PIERRE
Tuesday, Jan. 9....	8:30 A.M.	MAURICE RENTNER	498 SEVENTH AVE.
	8:30 A.M.	BREAKFAST IN WEDGWOOD ROOM	WALDORF-ASTORIA
	9:00 A.M.	TINA LESER (EDWIN H. FOREMAN)	WALDORF-ASTORIA
	10:00 A.M.	MONTE-SANO & PRUZAN	WALDORF-ASTORIA
	11:00 A.M.	CLAIRE McCARDELL (TOWNLEY)	WALDORF-ASTORIA
	12:00 NOON	CELESTE FROCKS (<u>Auxiliary Member</u>)	WALDORF-ASTORIA
	2:00 P.M.	JANE DERBY	785 FIFTH AVENUE
Wednesday, Jan. 10...	3:00 P.M.	CHRISTIAN DIOR	730 FIFTH AVENUE
	5:00 P.M.	NETTIE ROSENSTEIN	WALDORF-ASTORIA
	9:00 A.M.	MOLLIE PARNIS (PARNIS-LIVINGSTON)	530 SEVENTH AVE.
	10:00 A.M.	ADELE SIMPSON	530 SEVENTH AVE.
	11:00 A.M.	JOSEPH HALPERT (JACQUES FATH)	530 SEVENTH AVE.
Thursday, Jan. 11...	2:00 P.M.	CEIL CHAPMAN	530 SEVENTH AVE.
	3:00 P.M.	PHILIP MANGONE	500 SEVENTH AVE.
	9:00 A.M.	PATTULLO-JO COPELAND	498 SEVENTH AVE.
	10:00 A.M.	HANSEN BANG	498 SEVENTH AVE.
	11:00 A.M.	BEN REIG	498 SEVENTH AVE.
Friday, Jan. 12...	2:00 P.M.	PAUL PARNES	498 SEVENTH AVE.
	3:00 P.M.	ANTHONY BLOTTA	498 SEVENTH AVE.
	9:30 A.M.	B. H. WRAGGE	550 SEVENTH AVE.
	11:00 A.M.	HATTIE CARNEGIE	711 FIFTH AVENUE
	12:30 P.M.	ASSOC. FUR MFR'S. (<u>Auxiliary Member</u>)	HOTEL STATLER
	2:30 P.M.	DAVIDOW SPORTSWEAR	550 SEVENTH AVE.
	4:30 P.M.	MAYOR'S RECEPTION	GRACIE MANSION

Jan. 8
9:30 A.M. WALTER FLORELL'S MILLINERY SHOW FOR THE NEW YORK EDITORS AT 9:00 A.M.
(See above).

Jan. 8
10:00 A.M. HERBERT SONDHEIM'S SHOW FOR VISITING PRESS--WALDORF-ASTORIA, WEDGWOOD RM.
(See above).

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday- Wednesday Jan. 8- Jan. 10 10:00 A.M.; 3:00 P.M.	SPRING LINGERIE AT DAILY SHOWINGS Seamprufe will present Spring and Summer lingerie at two shows daily: 10:00 A.M. and 3:00 P.M., Monday, Jan. 8 through Wednesday, Jan. 10. For buyers, merchandise managers and retailers, by invitation. <u>Open house</u> for out-of-town press all week. Publicity: Gerry Stalling, LO. 4-8040.	SEAMPRUFE, INC.	412 FIFTH AVENUE SHOWROOM
Jan. 8 11:00 A.M.	CAPRI FROCKS' SHOWING FOR VISITING PRESS--WALDORF-ASTORIA, WEDGWOOD ROOM. (See Page 2).		
Monday Jan. 8 11:00 A.M.	PRESS PREVIEW OF SPRING SHOE COLLECTION Preview for the press by Saks Fifth Avenue of their Spring shoe collection. By invitation. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	5TH FLOOR FUR SALON
Jan. 8 12:00 Noon	DELMAN SHOES (AUXILIARY MEMBER, N.Y. DRESS INSTITUTE) SHOWING FOR VISITING PRESS--WALDORF-ASTORIA, FLAMINGO ROOM. (See Page 2).		
Jan. 8 12:30 P.M.	FLORENCE REICHMAN & MR. ARNOLD SHOWING FOR THE N.Y. EDITORS AT 12:30 P.M. LUNCHEON. (See Page 1).		
Jan. 8 1:00 P.M.	LUNCHEON FOR VISITING PRESS--WALDORF-ASTORIA, WEDGWOOD ROOM. (See Page 2).		
Jan. 8 2:00 P.M.	TRIGERE'S SHOWING FOR THE VISITING PRESS--WALDORF-ASTORIA, WEDGWOOD ROOM. (See Page 2).		
Jan. 8 3:00 P.M.	EMILY WILKENS' SHOW FOR VISITING PRESS--WALDORF-ASTORIA, WEDGWOOD ROOM. (See Page 2).		
Monday Jan. 8 3:30 P.M.	PREVIEW OF SPRING MILLINERY COLLECTION Jack McConnell will present his Spring millinery collection to the press. By invitation only. Contact: PL. 3-0786.	JACK McCONNELL	41 WEST 57TH STREET SALON
Monday Jan. 8 4:30 P.M. Cocktails	"ACCESSO-TONIC": SPRING ACCESSORIES SHOW Semi-annual accessories show by Coro and Glentex (Auxiliary Members of the N.Y. Dress Institute--see page 2), presenting jewelry and scarves for Spring. Showing at 5:00 P.M. For local and visiting press, by invitation only. Publicity: Ann R. Silver Associates, MU. 7-8654.	CORO JEWELRY; GLENTEX SCARVES	HOTEL PIERRE COTILLION ROOM
Monday Jan. 8 5:30 P.M.- 7:30 P.M. Cocktails	"BIRD OF PARADISE" PARTY AND EXHIBIT Twentieth Century-Fox preview cocktail party of the "Bird Of Paradise" coordinated fashion promotion merchandise, inspired by the forthcoming Technicolor motion picture "Bird of Paradise". By invitation only. Exhibit open to public at Hotel Pierre, Teakwood Room, <u>January 9 through</u> <u>January 12, from 12:00 Noon to 8:00 P.M.</u> Publ.:Corinne Schwab, CO.5-3320.	TWENTIETH CENTURY-FOX	HOTEL PIERRE TEAKWOOD ROOM
Monday Jan. 8 6:00 P.M. Buffet	OUT-OF-TOWN PRESS SHOW; SPRING COLLECTION Elizabeth Arden will invite the out-of-town editors to a showing of her Spring ready-to-wear collection. Buffet supper, 7:00 P.M. to 8:00 P.M. By invitation only. Publ.: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON-2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 8 8:30 P.M.	FASHION SHOW FOR VISITING EDITORS Maurice Rentner (N.Y. Dress Institute--see page 2) will present his Spring and Summer collection to the out-of-town fashion press. Refreshments after the show. By invitation only. Publ.: Fredy Schey, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Jan. 8	FORTIETH ANNUAL NRDGA CONVENTION AT HOTEL STATLER (Jan. 8-Jan. 11).		
Jan. 8	SPRING 1951 CORSET AND BRASSIERE SHOW AT HOTEL McALPIN (Jan. 8-Jan. 12).		
Tuesday Jan. 9 8:00 A.M. Breakfast	PRESS PREVIEW OF SPRING MILLINERY Irene of New York will present Spring hats to the out-of-town press. Preview for N.Y. press, Wed., Jan. 10 at 9:30 A.M. By invitation only. Publicity: Nona James, CH. 4-7658.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Jan. 9 8:30 A.M.	BREAKFAST FOR VISITING PRESS--WALDORF-ASTORIA, WEDGWOOD ROOM. (See Page 2).		
Jan. 9 9:00 A.M.	TINA LESER (EDWIN H. FOREMAN) SHOWING FOR VISITING PRESS--WALDORF-ASTORIA, WEDGWOOD ROOM. (See Page 2).		
Tuesday Jan. 9 9:00 A.M. Breakfast	SPRING MILLINERY BREAKFAST FORUM Annual forum of the MMEA with fashion, merchandising and business experts discussing millinery trends, problems and developments. Virginia Pope, fashion editor of the N.Y. Times, will again direct the clinic. By invitation only. Publicity: Ruth Weintraub, JU. 6-4074.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA STARLIGHT ROOF
Jan. 9 10:00 A.M.	MONTE-SANO & FRUZAN'S SHOWING FOR VISITING PRESS--WALDORF-ASTORIA, WEDGWOOD ROOM. (See Page 2).		
Jan. 9 11:00 A.M.	CLAIRE McCARDELL (TOWNLEY) SHOWING FOR VISITING PRESS--WALDORF-ASTORIA, WEDGWOOD ROOM. (See Page 2).		
Tuesday Jan. 9 12:00 Noon- 1:00 P.M. Aperitif	PRESS SHOWING OF LITTLE GIRLS' FASHIONS Celeste (Auxiliary Member of N.Y. Dress Institute--see Page 2) will present to the out-of-town and local press, a collection of couture designs in little girls' fashions, sizes 1 to 12. By invitation only. Publicity: Rose Hilton, MU. 3-4261.	CELESTE FROCKS, INC.	WALDORF-ASTORIA FLAMINGO ROOM
Tuesday Jan. 9 1:00 P.M. Luncheon	SPRING MILLINERY SHOW FOR THE PRESS Emme will present her collection of Spring millinery to the out-of-town and local press. By invitation. Publicity: Mildred Kaldor, MU. 9-5420.	EMME	THEODORE'S RESTAURANT 4 EAST 56TH STREET
Tuesday Jan. 9 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Presentation of fashions for Spring by Hannah Troy during luncheon. Furs--Fredrica. Hats--Laddie Northridge. Gloves--Dawnelle. Press by invitation. Public by reservation; contact: Louis, PL. 3-0200. Hannah Troy Publicity: Gladys Steiner, MU. 9-1630. Sherry's Fashion and Publicity Director: Rosamond Hanscom, PL. 3-0200.	HANNAH TROY	SHERRY'S-300 PARK AVE. SHERRY ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Jan. 9 1:00 P.M. Luncheon	SPRING GOWNS & FUR FASHIONS AT LUNCHEON "Fun With Fashions"--early Spring afternoon and evening gowns by Gothe (David E. Gottlieb), and a special collection of furs by Julius Green, will be presented during luncheon. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-5800. St. Moritz Fashion Director: Alberta Kelley, JU. 6-1764. St. Moritz Publicity: Kurt Hofmann Associates, PL. 3-7676.	GOthe; & JULIUS GREEN	ST. MORITZ HOTEL BURGUNDY ROOM
Jan. 9 2:00 P.M.	JANE DERBY'S SHOWING FOR VISITING PRESS--785 FIFTH AVENUE. (See Page 2).		
Tuesday Jan. 9 2:00 P.M.	SHOWING OF SPRING SUITS AND DRESSES "Just The Ticket"--a collection of Henry Rosenfeld's linen and shantung suits and Spring dresses, will be presented by Russeks Fifth Avenue. Press invited. Open to public. Publicity: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR--"YOUNG SEVENTH FLOOR"
Tuesday Jan. 9 2:30 P.M.	PRESS PREVIEW OF YOLANDE HANDMADES Preview for the local fashion press of the Yolande collection of handmades for Spring, including couture designs in lingerie, blouses and baby clothes. <u>Showing to the out-of-town editors at 4:00 P.M.</u> By invitation only. Publicity: Helen Galland, MU. 6-8600.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM--16TH FLOOR
Jan. 9 3:00 P.M.	CHRISTIAN DIOR'S SHOWING FOR VISITING PRESS--730 FIFTH AVENUE. (See Page 2).		
Jan. 9 4:00 P.M.	YOLANDE'S SHOWING OF HANDMADES FOR THE OUT-OF-TOWN EDITORS AT 4:00 P.M. (See Above).		
Tuesday Jan. 9 4:00 P.M. Cocktails	SPRING HOSIERY SHOW FOR THE TRADE Prestige Hosiery will present the Spring and Summer collection, coordinated with six specially created wardrobes by Parisian couturiers; Jacques Fath; Marcel Rochas; Jacques Griffe; Robert Piguet; Jean Patou; and Jean Desses; modelled by six mannequins selected by the designers and flown here from Paris. By invitation only, for trade and store executives. This showing will be repeated for the <u>visiting and local press at an informal cocktail party on Thursday, Jan. 11 at 5:00 P.M. to 8:00 P.M. in the West Ballroom of the Waldorf-Astoria.</u> By invitation only. Publicity: Kay Campbell at Ted Saucier's Office, MU. 8-2330.	PRESTIGE HOSIERY	WALDORF-ASTORIA WEDGWOOD ROOM
Tuesday Jan. 9 4:00 P.M. Cocktails 5:00 P.M. Show	"OF PLACES AND PEARLS" SEMI-ANNUAL FASHION SHOW The House of Heller will present its semi-annual showing of "La Tausca" simulated pearls. Commentator: Helen Faith Keane. Fashion Coordinator: Ruth Lerner. <u>Showing for the out-of-town editors on Monday, January 15 at 11:00 A.M. in the showroom, 411 Fifth Avenue.</u> By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	HOUSE OF HELLER (411 FIFTH AVENUE)	RITZ-CARLTON HOTEL GRAND BALLROOM
Jan. 9 5:00 P.M.	NETTIE ROSENSTEIN'S SHOW FOR VISITING PRESS--WALDORF-ASTORIA, SERT ROOM. (See Page 2).		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Jan. 9 5:00 P.M.- 7:00 P.M. Cocktails	FASHIONS IN WOMEN'S WATCHES The latest designs and fashions in feminine watches--"151 Fashions In Time"--will be presented by the Watchmakers of Switzerland (Federation Suisse des Associations de Fabricants d'Horlogerie) to the New York and out-of-town fashion press. By invitation only. Sponsored by Foote, Cone & Belding International. Contact: Elizabeth Maher Assoc., EL. 5-4248.	WATCHMAKERS OF SWITZERLAND	PARK LANE HOTEL PARK AVE. & 48TH ST.
Tuesday Jan. 9 7:00 P.M. Dinner	SPRING HAT FASHION SHOW AND DINNER Semi-annual millinery fashion show for trade and press. Reservations: Dinner and Show, \$20.00 (including tax); Mezzanine: show only, \$10.00 (including tax). Show at 9:00 P.M. For tickets, contact: Millinery Stab. Comm., LO. 4-7800. Press by invitation. Publ.: Mary Kelley, LO. 4-7800.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
Jan. 9	NAT'L ASS'N OF HOUSE DRESS MANUFACTURERS SHOW, WALDORF-ASTORIA, 7:00 P.M.		
Tuesday Jan. 9 7:30 P.M.	RECEPTION FOR VISITING PRESS Sylvan Rich will invite the out-of-town editors to a birthday party for Martini and a showing of Martini Designed and Diminutives dress collections for Spring. Cocktails and show at 7:30 P.M., followed by dinner in the Persian Room. By invitation only. Publ.: Mildred Kaldor, MU. 9-5420.	SYLVAN RICH	HOTEL PLAZA CRYSTAL ROOM
Tuesday Jan. 9- Jan. 10	FIFTH ANNUAL HOSIERY FORUM "Hosiery Merchandising" and "Hosiery Industry Weekly" will sponsor the Fifth Annual Hosiery Forum for hosiery retailers, buyers, merchandisers and press. There will be a merchandising fashion show "Legs First", on <u>Wed., Jan. 10 at 11:00 A.M.</u> , directed by Terry Quimby. Price for both days: \$20.00 per person. <u>Forum Contact: Sally Ward, SP. 7-9364.</u> <u>The Third Annual Hosiery Exposition</u> , will feature exhibits by about 40 hosiery firms in the Astor Gallery, Jade and Basildon Rooms. <u>Exposition Contact: Lois Weber at Ted Saucier's Office, MU. 8-2330.</u>	HOSIERY MERCHANDISING	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Jan. 10 8:00 A.M. Breakfast	SPRING FASHIONS FOR VISITING PRESS Vera Maxwell will present Spring fashions to the out-of-town editors. By invitation only. Contact: Connie Barber, LO. 3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM-26TH FLOOR
Jan. 10 9:00 A.M.	MOLLIE PARNIS (PARNIS-LIVINGSTON) SHOWING FOR VISITING PRESS--530 SEVENTH AVENUE. (See Page 2).		
Jan. 10	IRENE OF NEW YORK MILLINERY SHOW FOR LOCAL EDITORS AT 9:30 A.M. (See Pg.4).		
Jan. 10	ADELE SIMPSON'S SHOW FOR VISITING PRESS--530 7TH AVE. AT 10 A.M. (Page 2).		
Jan. 10 11:00 A.M.	JOSEPH HALPERT-JACQUES FATH SHOWING FOR VISITING PRESS--530 SEVENTH AVENUE. (See Page 2).		
Wednesday Jan. 10 11:00 A.M.	SPRING MILLINERY SHOW FOR LOCAL PRESS Mr. Fred of John Frederics, Inc., will present his Spring millinery. <u>For visiting press at 5:30 P.M.</u> By invitation only. Publicity: Lily Davis, PL. 3-1010.	JOHN FREDERICS, INC.	29 EAST 48TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 10 12:00 Noon Champagne	COAT & SUIT SHOWING FOR VISITING PRESS Seymour Fox will present a twenty-minute showing of his Spring coat and suit collection. By invitation. Publ.: Ann R. Silver Assoc., MU. 7-8654.	FOX & CO.	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
Wednesday Jan. 10 12:30 P.M. Luncheon	PREVIEW: SPRING FASHIONS FOR VISITING PRESS Varden will present Spring suits and dresses at a luncheon showing for the out-of-town press. By invitation only. Publicity: Ann Pester, PE. 6-5460.	VARDEN DRESS, INC.	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Wednesday Jan. 10 1:00 P.M. Luncheon	DAVID CRYSTAL SPRING FASHIONS AT LUNCHEON Saks Fifth Avenue will present "Spring Whirl"--a collection of fashions by David Crystal; Izod of London; and Haymaker separates. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. David Crystal Publicity: Terry Mayer, LA. 4-7760. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Jan. 10 2:00 P.M.	CEIL CHAPMAN'S SHOWING FOR VISITING PRESS--530 SEVENTH AVENUE. (See Page 2).		
Jan. 10 3:00 P.M.	PHILIP MANGONE'S SHOWING FOR VISITING PRESS--500 SEVENTH AVENUE. (See Page 2).		
Wednesday Jan. 10 3:00 P.M.- 5:30 P.M.	OPEN HOUSE & FABRIC DISPLAY FOR PRESS Hope Skillman will invite the out-of-town and local editors to an open house and display of new Spring and Summer cottons. By invitation only. Publicity: Dorothy Johnson, CH. 4-8110.	SKILLMILL, INC.	1407 BROADWAY SHOWROOM-29TH FLOOR
Wednesday Jan. 10 4:30 P.M. High Tea	PRESS PREVIEW OF "BAGS BY JOSEF" The local and out-of-town press will be invited to preview the advance Spring collection of "Bags by Josef" (Gold Seal Importers, Inc.), including domestic bags and French and Italian imports. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (GOLD SEAL IMPORTERS, INC.)	SHERRY NETHERLAND CHANTECLAIR ROOM
Jan. 10 5:30 P.M.	JOHN FREDERICS' SHOW FOR THE OUT-OF-TOWN EDITORS AT 5:30 P.M. (See Page 6).		
Wednesday Jan. 10 6:30 P.M. Cocktails: Dinner	HAT FASHIONS FOR LOCAL & VISITING PRESS The Millinery Fashion Bureau will invite the out-of-town and local press to cocktails at 6:30 P.M. and dinner at 7:00 P.M., followed by a showing of Spring hat fashions by leading milliners. Perfume--Nina Ricci; makeup and cosmetics--Jacqueline Cochran, Inc. By invitation only. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY FASHION BUREAU	WALDORF-ASTORIA SERT ROOM
Wednesday Jan. 10 7:30 P.M. Dinner	SPRING LINGERIE & NEGLIGEE SHOWING The annual dinner and fashion show, sponsored by the Lingerie and Negligee Manufacturers' Association, will include a fashion show-in-the-round of new Spring shades and style trends in lingerie and negligees. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LINGERIE & NEGLIGEE MANUFACTURERS' ASS'N.	WALDORF-ASTORIA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 11 8:00 A.M. Breakfast	"FUN FASHIONS" WITH SCHIFFLI EMBROIDERY Playclothes and beachwear, featuring Schiffli embroidery, will be shown to the press. By invitation. Publicity: Dora Miller, LO. 3-4285.	SCHIFFLI EMBROIDERY MANUFACTURERS BUREAU	LONGCHAMPS B'WAY & 41ST STREET
Jan. 11 9:00 A.M.	PATTULLO-JO COPELAND SHOWING FOR VISITING PRESS--498 SEVENTH AVENUE. (See Page 2).		
Thursday Jan. 11 9:30 A.M.	SPRING MILLINERY PREVIEW FOR PRESS Presentation by William J. of his collection of Spring millinery. By invitation only. Contact: Hermine Neilson, PL. 9-3896.	WILLIAM J.	134 EAST 57TH STREET SALON
Jan. 11 10:00 A.M.	HANSEN BANG'S SHOWING FOR VISITING PRESS--498 SEVENTH AVENUE. (See Page 2).		
Jan. 11 11:00 A.M.	BEN REIG'S SHOWING FOR VISITING PRESS--498 SEVENTH AVENUE. (See Page 2).		
Thursday Jan. 11 11:00 A.M.	PRESS SHOWING OF SPRING MILLINERY Spring millinery collection will be shown to the N.Y. editors by Mr. John. Showing to visiting press at 4:00 P.M. By invitation only. Publicity: Petty Nelson, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Thursday Jan. 11 12:00 Noon Buffet Luncheon	PREVIEW: LATE SPRING AND SUMMER SHOES "Pretty As A Picture"--a showing to the N.Y. fashion press of Mademoiselle Shoes for late Spring and Summer 1951. Show at 1:00 P.M. By invitation only. Publicity: Rosemary Reilly, LO. 4-3350.	MADMOISELLE SHOES (CARLISLE SHOE CO.)	350 FIFTH AVENUE ROOM 7419
Thursday Jan. 11 12:30 P.M. Luncheon	SHOWING OF SPRING FASHIONS FOR JUNIORS Horwitz and Duberman will present their Spring collection to the visiting editors. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Jan. 11 2:00 P.M.	PAUL PARNES' SHOWING FOR VISITING PRESS--498 SEVENTH AVENUE. (See Page 2).		
Jan. 11 3:00 P.M.	ANTHONY BLOTTA'S SHOWING FOR VISITING PRESS--498 SEVENTH AVENUE. (See Page 2).		
Thursday Jan. 11 3:30 P.M. Cocktails	PRESS & TRADE PREVIEW: LINGERIE & HOSIERY "Peep Show In The World Of Color"--Spring collection of Holeproof Hosiery and Luxite Lingerie. By invitation. Publicity: Nona James, CH. 4-7658.	LUXITE LINGERIE- HOLEPROOF HOSIERY	HOTEL PLAZA GRAND BALLROOM
Jan. 11 4:00 P.M.	MR. JOHN'S MILLINERY SHOW FOR THE OUT-OF-TOWN EDITORS AT 4:00 P.M. (See Above).		
Thursday Jan. 11 4:00 P.M. Cocktails	SPRING FASHIONS AT PRESS & TRADE SHOW "June In January"--Mayflower Dress Company and Amerisport will present their Spring and Summer lines to the press and trade. By invitation only. Contact: Fred Minchenberg, LA. 4-8841.	MAYFLOWER DRESS CO.	HOTEL NEW YORKER NORTH BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 11 5:00 P.M.- 7:00 P.M.	IRISH LINEN PREVIEW FOR OUT-OF-TOWN PRESS Cocktail party and showing of Irish linens by Moygashel for visiting press. By invitation only. Publicity: Laura Benham, RE. 7-8230.	MOYGASHEL LINEN	WALDORF-ASTORIA JANSEN SUITE
Thursday Jan. 11 5:00 P.M.- 7:30 P.M. Reception	RECEPTION TO MEET PARIS SHOE DESIGNER I. Miller will invite the out-of-town and local editors to a reception for Andre Perugia, Parisian shoe designer; and a showing of Spring and Summer shoes. By invitation only. Publ.: Gertrude Gordon Sachs, ST. 4-7800.	I. MILLER	WALDORF-ASTORIA CARPENTER SUITE
Jan. 11 5:00 P.M.	PRESTIGE HOSIERY SHOW FOR VISITING AND LOCAL PRESS AT 5:00 P.M.-8:00 P.M. (See Page 5).		
Thursday Jan. 11 7:30 P.M. Dinner	PRESS PREVIEW OF NEW COIFFURES The out-of-town editors will be invited to a dinner and showing of the Helene Curtis new fashion wave and coiffure styles. By invitation only. Publicity: Laura Benham, RE. 7-8230.	HELENE CURTIS INDUSTRIES	WALDORF-ASTORIA ASTOR GALLERY
Friday Jan. 12 8:00 A.M. Breakfast	RESORT COLLECTION AT SHOW FOR VISITING PRESS Frances Sider will invite the out-of-town press to a breakfast preview of her Resort collection to introduce "The Body"--a new foundation. By invitation only. Publicity: Virginia Marsh, LO. 4-3323.	FRANCES SIDER, INC.	1407 BROADWAY SHOWROOM-14TH FLOOR
Jan. 12 9:30 A.M.	B. H. WRAGGE'S SHOWING FOR VISITING PRESS--550 SEVENTH AVENUE. (See Page 2).		
Friday Jan. 12 10:30 A.M.	PRESS PREVIEW OF SPRING MILLINERY Laddie Northridge will present his millinery collection for Spring at a preview for the N.Y. press in his new salon. <u>Showing for the out-of-town editors on Saturday, Jan. 13 at 10:30 A.M.</u> By invitation only. Publicity: Cannon and Miles, PL. 3-7072.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
Jan. 12 11:00 A.M.	HATTIE CARNEGIE'S SHOWING FOR VISITING PRESS--711 FIFTH AVENUE. (See Page 2).		
Friday Jan. 12 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING "Springtime Is Hat Time"--presenting prediction hats from leading milliners. Commentator: Margaret George de Mille, merchandise director, "Mademoiselle". Speaker: Kathleen Catlin, fashion coordinator, Marshall Field & Co., Chicago, on "The Promotion of Millinery--Coordination of Hat and Costume". There will be an exhibit of new millinery materials. Chairman: Dorothy Nash. Price (tax and tip included): \$4.25 for members; \$4.50 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC.	HOTEL ROOSEVELT BALLROOM
Friday Jan. 12 12:30 P.M. Luncheon	FUR FASHIONS FOR VISITING & LOCAL PRESS The Associated Fur Manufacturers (Auxiliary Member of the N.Y. Dress Institute--see page 2) will present Spring fur fashions. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ASSOCIATED FUR MFRS.	HOTEL STATLER SALLE MODERNE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 12 2:30 P.M.	DAVIDOW SPORTSWEAR SHOWING FOR VISITING PRESS--550 SEVENTH AVENUE. (See Page 2).		
Jan. 12 4:30 P.M.	RECEPTION FOR VISITING PRESS TO MEET MAYOR IMPELLITTERI AND MRS. IMPELLITTERI AT GRACIE MANSION. (See Page 2).		
Friday Jan. 12 5:00 P.M. Cocktails	SHOWING FOR VISITING AND LOCAL PRESS Henry Rosenfeld will invite the out-of-town and local press to a cocktail party and showing of his Spring and Summer collection of dresses and suits. Show at 5:30 P.M. (<u>Note Change of Time</u>). By invitation only. Publicity: Shirley Perces or Sally Sober, LO. 5-0400.	HENRY ROSENFELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Friday Jan. 12 6:00 P.M. Dinner	"MILLION DOLLAR DINNER" FOR VISITING PRESS The Jewelry Industry Council will invite the out-of-town press to a "Million Dollar Dinner" Steak Party at Keen's English Chop House. (<u>Note Change of Time</u>). By invitation only. Publ.: Martha Percilla, PL. 7-3075.	JEWELRY INDUSTRY COUNCIL	KEEN'S ENGLISH CHOP HOUSE, 72 W. 36TH ST.
Friday Jan. 12 8:30 P.M.	THEATRE PARTY FOR VISITING EDITORS Gotham will invite the out-of-town press to the play "Ring Around The Moon", followed by a back-stage champagne party to meet the cast and preview Gotham's new Spring hosiery shades. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	GOTHAM HOSIERY	MARTIN BECK THEATRE 302 WEST 45TH STREET
Jan. 13 10:30 A.M.	LADDIE NORTHRIDGE'S MILLINERY SHOW FOR OUT-OF-TOWN EDITORS AT 10:30 A.M. (See Page 9).		
Saturday Jan. 13 12:00 Noon Luncheon	SPRING JEWELRY AT LUNCHEON SHOWING Trifari, Krussman & Fishel will invite the out-of-town and local editors to a luncheon and presentation of Spring jewelry fashions. By invitation only. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSSMAN & FISHEL	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
Saturday Jan. 13 2:30 P.M. Cocktails	PREVIEW OF SPRING COLLECTION Presentation of the Spring and Summer collections by Kiviette at a cock- tail party for the out-of-town editors. By invitation only. Publicity: Cannon and Miles, PL. 3-7072.	KIVIETTE	PENTHOUSE CLUB 30 CENTRAL PARK SO.
Saturday Jan. 13 5:30 P.M.- 7:30 P.M. Cocktails	CASTILLO FASHIONS AT PRESS SHOWING Edward L. Cournand, President of Lanvin Parfums, will invite the visiting press to a cocktail party at his home, showing the first collection for Lanvin-Paris, designed by Castillo. By invitation only. Publicity: Dorothy Lansing, PL. 9-7598.	EDWARD L. COURNAND, PRES., LANVIN PARFUMS	998 FIFTH AVENUE 81st ST. & 5TH AVE.
Jan. 15 11:00 A.M.	HOUSE OF HELLER'S SHOWING OF "LA TAUSCA" PEARLS TO OUT-OF-TOWN PRESS. (See Page 5).		
Monday Jan. 15 2:30 P.M.	PREVIEW OF SPRING COSTUMES & MILLINERY Lilly Dache will present her Spring millinery and costumes to the N.Y. and out-of-town editors. By invitation only. Publ.: Eleanor Lambert, MU.8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 15 4:30 P.M. Cocktails	PRESS SHOWING OF SPRING LINGERIE Showing for the magazine and syndicate press of new Spring lingerie, designed by Madame Tewi for Dutchess Lingerie. By invitation only. <u>Open House for the visiting editors during entire week.</u> Publicity: Alice O. Steindler, LO. 5-2780.	DUTCHESS LINGERIE	EMPIRE STATE BLDG. ROOM 630
Beginning Monday Jan. 15	COORDINATES COLLECTION AT DAILY SHOWINGS Doreen Blouses, makers of Doreen Originals, will present a collection of afternoon and evening coordinates designed by Miss Doreen. Continuous daily showings for the press and trade. Contact: WI. 7-0064.	DOREEN ORIGINALS, INC.	1407 BROADWAY SHOWROOM-11TH FLOOR
Tuesday Jan. 16 11:00 A.M.	SHOWING OF SCARF & FABRIC COLLECTIONS Brooke Cadwallader will present his Spring scarfs and Summer fabrics collections; also his new collection of men's neckwear. For local and out-of-town press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
Tuesday Jan. 16 12:30 P.M. Luncheon	PRESS PREVIEW OF FASHIONS AND FABRICS Preview of Spring costumes created by leading designers in John Walther fabrics. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	JOHN WALTHER FABRICS, INC.	HAMPSHIRE HOUSE COTTAGE
Tuesday Jan. 16 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Leonard Arkin will present a collection of Spring dresses, suits and ensembles to be featured at Best & Co. Press by invitation. Public by reservation: contact: Banquet Dept., PL. 5-5800. Arkin Publicity: Ann Rabin, WI. 7-5324. St. Moritz Fashion Director: Alberta Kelley, JU. 6-1764. St. Moritz Publicity: Kurt Hofmann Associates, PL. 3-7676.	LEONARD ARKIN & SON	ST. MORITZ HOTEL BURGUNDY ROOM
Tuesday Jan. 16 4:30 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION Presenting "Gold Rush '51", del Mar's Summer collection, designed by Clifford, during cocktails for the press, at the Old Knick Music Hall on 2nd Avenue between 55th and 56th Streets. <u>Show promptly at 4:30 P.M.</u> By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	del MAR SPORTSWEAR	OLD KNICK MUSIC HALL 2ND AVE. & 55TH ST.
Thursday Jan. 18 10:00 A.M. Breakfast	PRESS PREVIEW: SPRING FASHIONS The press will be invited to a preview of Lydia Kessler's Spring fashions. By invitation only. Publicity: Richard Bergstrom, PL. 3-2722.	LYDIA KESSLER, LTD.	42 EAST 57TH STREET SALON
Thursday Jan. 18 4:00 P.M. Cocktails	COCKTAIL PARTY FOR BEAUTY EDITORS Skol will invite beauty editors to a cocktail party. By invitation only. Publicity: Marcella Holmes, J. Walter Thompson, MU. 3-2000, Ext. 305.	SKOL	RIVER CLUB OF N.Y. 447 EAST 52ND STREET
Monday Jan. 22 2:30 P.M.	PRESS PREVIEW OF SPRING MILLINERY Braagaard will present his Spring millinery collection to the press. By invitation only. Contact: Barbara Perlman, PL. 3-0353.	BRAAGAARD, INC.	10 EAST 56TH STREET SALON